

**Listing of Claims:**

1-73. (Canceled)

74. (Currently Amended) A method comprising:

retrieving, by a computer, user characteristic data from a database, the user characteristic data including a plurality of concepts each having an associated weight;

mapping, by the computer, each weight of the user characteristic data to one or more nodes of an ontology, the mapping of each weight based on the concepts to generate an initialized ontology;

applying one or more rules to the initialized ontology that modifies the initialized ontology, the one or more rules including at least one of the following modifications: a first rule of a first rule type that adding adds a node to the initialized ontology and a second rule of a second rule type that modifying modifies a weight of the initialized ontology;

determining that rule application is complete; and

in response to determining that rule application is complete~~completing rule application~~, storing the initialized ontology as a personalized interest graph.

75. (New) The method of claim 74, further comprising: displaying information selected based at least in part on the personalized interest graph.

76. (New) The method of claim 75, wherein the displayed information includes at least one of an inference, a conclusion, and a recommendation.

77. (New) The method of claim 75, wherein the user characteristic data is associated with a user, and the displayed information is at least one of service information customized for the user, product information customized for the user, and information to generate a personalized view for the user.

78. (New) The method of claim 77, wherein the displayed information is displayed to a third party that is different than the user.

79. (New) The method of claim 74, wherein the user characteristic data includes click-stream data.

80. (New) The method of claim 74, wherein the user characteristic data includes data from one or more different sources, including at least one of explicit data, source data and implicit data.

81. (New) The method of claim 74, wherein determining that rule application is complete includes determining that the initialized ontology has reached a fixed point.

82. (New) The method of claim 74, wherein each node of the one or more nodes of the ontology includes a node identifier that uniquely identifies the node, a node label that identifies a concept represented by the node, a listing of ancestor node identifiers that identifies one or more nodes that point to the node and a listing of predecessor node identifiers that identifies one or more nodes to which the node points.

83. (New) A computer-readable medium storing program code that, when executed, causes an apparatus to:

retrieve user characteristic data from a database, the user characteristic data including a plurality of concepts each having an associated weight;

map each weight of the user characteristic data to one or more nodes of an ontology, the mapping of each weight based on the concepts to generate an initialized ontology;

apply one or more rules to the initialized ontology that modifies the initialized ontology, the one or more rules including one or more rules of a first rule type that add a node to the initialized ontology and one or more rules of a second rule type that modify a weight of the initialized ontology;

determine that rule application is complete; and

in response to determining that rule application is complete, store the initialized ontology as a personalized interest graph.

84. (New) The computer-readable medium of claim 83, further storing program code that, when executed, causes the apparatus to: display information selected based at least in part on the personalized interest graph.

85. (New) The computer-readable medium of claim 84, wherein the displayed information includes at least one of an inference, a conclusion, and a recommendation.

86. (New) The computer-readable medium of claim 84, wherein the user characteristic data is associated with a user, and the displayed information is at least one of service information customized for the user, product information customized for the user, and information to generate a personalized view for the user.

87. (New) The computer-readable medium of claim 86, wherein the displayed information is displayed to a third party that is different than the user.

88. (New) The computer-readable medium of claim 83, wherein the user characteristic data includes click-stream data.

89. (New) The computer-readable medium of claim 83, wherein the user characteristic data includes data from one or more different sources, including at least one of explicit data, source data and implicit data.

90. (New) The computer-readable medium of claim 83, wherein determining that rule application is complete includes determining that the initialized ontology has reached a fixed point.

91. (New) The computer-readable medium of claim 83, wherein each node of the one or more nodes of the ontology includes a node identifier that uniquely identifies the node, a node label that identifies a concept represented by the node, a listing of ancestor node identifiers that

identifies one or more nodes that point to the node and a listing of predecessor node identifiers that identifies one or more nodes to which the node points.

92. (New) A system comprising:  
a computer comprising a computer-readable medium storing program code that, when executed, causes the computer to:  
retrieve user characteristic data from a database, the user characteristic data including a plurality of concepts each having an associated weight;  
map each weight of the user characteristic data to one or more nodes of an ontology, the mapping of each weight based on the concepts to generate an initialized ontology;  
apply one or more rules to the initialized ontology that modifies the initialized ontology, the one or more rules including one or more rules of a first rule type that add a node to the initialized ontology and one or more rules of a second rule type that modify a weight of the initialized ontology;  
determine that rule application is complete; and  
in response to determining that rule application is complete, store the initialized ontology as a personalized interest graph.

93. (New) The system of claim 92, further comprising:  
a content store;  
wherein the computer further stores program code that, when executed, causes the computer to:  
select information from the content store based at least in part on the personalized interest graph, and  
display the selected information.

94. (New) The system of claim 93, wherein the selected information includes at least one of an inference, a conclusion, and a recommendation.

95. (New) The system of claim 93, wherein the user characteristic data is associated with a user, and the selected information is at least one of service information customized for the user, product information customized for the user, and information to generate a personalized view for the user.

96. (New) The system medium of claim 95, wherein the displayed information is displayed to a third party that is different than the user.

97. (New) The system of claim 92, wherein the user characteristic data includes click-stream data.

98. (New) The system of claim 92, wherein the user characteristic data includes data from one or more different sources, including at least one of explicit data, source data and implicit data.

99. (New) The system of claim 92, wherein determining that rule application is complete includes determining that the initialized ontology has reached a fixed point.

100. (New) The system of claim 92, wherein each node of the one or more nodes of the ontology includes a node identifier that uniquely identifies the node, a node label that identifies a concept represented by the node, a listing of ancestor node identifiers that identifies one or more nodes that point to the node and a listing of predecessor node identifiers that identifies one or more nodes to which the node points.

101. (New) A system comprising:  
means for storing user characteristic data that includes a plurality of concepts each having an associated weight;  
means for storing a personalized interest graph; and  
means for calculating a personalized interest graph, wherein calculating the personalized interest graph includes:

retrieving user characteristic data from the stored user characteristic data, the user characteristic data,

mapping each weight of the user characteristic data to one or more nodes of an ontology, the mapping of each weight based on the concepts to generate an initialized ontology,

applying one or more rules to the initialized ontology that modifies the initialized ontology, the one or more rules including one or more rules of a first rule type that add a node to the initialized ontology and one or more rules of a second rule type that modify a weight of the initialized ontology,

determining that rule application is complete, and

in response to determining that rule application is complete, storing the initialized ontology as a personalized interest graph in the means for storing the personalized interest graph.

102. (New) The system of claim 101, further comprising:

means for displaying information selected from the stored content based at least in part on the personalized interest graph.